

# DODGE BROTHERS

## offer the Budd-Michelin Wheel as standard equipment



THIS is an outline of history . . . history that has made a stronger, safer, more convenient, more beautiful automobile. That affects the welfare of millions of people . . . so it's real history.

Back in 1921 Dodge Brothers gave their customers a chance to ride on Budd-Michelin Wheels . . . offered these steel wheels as optional equipment on all models, at an extra cost of \$35 to the buyer.

Eight thousand Dodge buyers took advantage of the offer that year.

The next year, 30,000 buyers did the same thing.

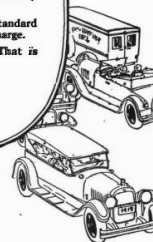
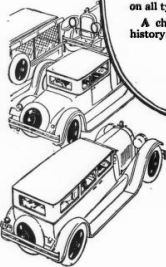
In 1924, there were 64,176 Dodge buyers glad to pay the added cost of Budd-Michelin Wheels.

Last year, 136,165 Dodge cars—more than 57 per cent of the output—were delivered on Budd-Michelin Wheels.

Reasons? Because these steel wheels are stronger and safer and cleaner—because they save tires—because they make tire-changing easier—because they hide the brakes and under-chassis—because every set includes an extra wheel which is not only useful in emergencies, but dresses up the rear of the car—because stream-lined wheels of steel bring new grace and beauty to the automobile.

And the result—Budd-Michelin Wheels are now standard on all types of Dodge Brothers Motor Cars. No extra charge.

A change that promotes the welfare of millions! That is history.



### BUDD

WHEEL COMPANY  
Detroit and Philadelphia

## Leading Endors

equipping the  
Because these  
portance of  
them, have su  
found Biflex  
protection. As  
these same bu  
engineers hav

**Eggs**  
THE BIFLEX  
W A U K  
Subsidiary: The H

Collectionpub\_motor-age; sim\_microfilm; periodicalsContributorInternet ArchiveLanguageEnglishVolume49

Motor Age 1926-05-06: Volume 49, Issue 18.  
Digitized from IA1574610-04.  
Previous issue: sim\_motor-age\_1926-04-29\_49\_17.  
Next issue: sim\_motor-age\_1926-05-13\_49\_19.

Adaptive\_ocrtrue  
Addeddate2021-03-29 01:54:44  
Auditorassociate-jonathan-balignot@archive.org  
Betterpdftrue  
BoxidIA1574610  
CanisterIA1574610-04  
Contrast\_max250  
Contrast\_min51  
Copies3  
Derive\_version0.0.19  
Identifier  
Identifier-arksim\_motor-age\_1926-05-06\_49\_18ark:/13960/t9581wh1x

SHOW MORE

Reviews

Add Review

There are no reviews yet. Be the first one to write a review.

81 Views

DOWNLOAD OPTIONS

CHOCR	1 file
EPUB	1 file
FULL TEXT	1 file
HOCR	1 file
ITEM IMAGE	1 file
ITEM TILE	1 file
JPEG 2000	1 file
OCR PAGE INDEX	1 file
OCR SEARCH TEXT	1 file
PAGE NUMBERS JSON	1 file
PDF	1 file
SINGLE PAGE PROCESSED JP2 ZIP	1 file
TORRENT	1 file

SHOW ALL

19 Files10 Original

IN COLLECTIONS